

What is claimed is:

1. An improved toothbrush comprising a handle and a head, wherein the improvement comprises a bristle sub-assembly located on the head of the toothbrush comprising:
 - at least one tuft of bristles, wherein said tuft of bristles comprises a plurality of U-shaped bristles in which a cross-section of said bristles forms a polygon, wherein a first end and a second end of said bristles are embedded in the head such that a middle section of said bristles form a flattened area for contact with a tooth.
2. The improved toothbrush of claim 1, wherein at least a middle portion of each bristle is twisted lengthwise, such that the tooth contacts more than one corner of the polygon during brushing.
3. The improved toothbrush of claim 1, wherein said polygon is a regular polygon.
4. The improved toothbrush of claim 3, wherein all of the internal angles of said regular polygon are less than or equal to 120° .
5. The improved toothbrush of claim 3, wherein said regular polygon is selected from the group consisting of:
 - a) a triangle;
 - b) a square;
 - c) a pentagon; and
 - d) a hexagon.
6. The improved toothbrush of claim 1, wherein there is a plurality of alternating tufts of bristles, wherein a middle section of the bristles in each tuft of bristles is at a 90 degree angle to the middle section of the bristles in the tuft of bristles directly adjacent to it.

1 7. The improved toothbrush of claim 1, wherein each tuft of bristles further comprises an
2 interior set of bristles and two exterior sets of bristles, wherein said exterior sets of
3 bristles sandwich said interior set of bristles and a middle section of the bristles in
4 said exterior set of bristles is positioned perpendicularly to the middle section of
5 the bristles in said interior set of bristles.

1 8. The improved toothbrush of claim 1, wherein the handle comprises at least four thumb
2 grips arranged radially around an axis of the handle, wherein said thumb grips
3 comprise a concave area with a plurality of raised parallel ridges.

1 9. The improved toothbrush of claim 8, wherein a longitudinal cross-section of said handle
2 is elliptical.

1 10. An improved toothbrush comprising a handle and a head, wherein the improvement
2 comprises at least four thumb grips arranged radially around an axis of the handle,
3 wherein said thumb grips comprise a concave area with a plurality of raised
4 parallel ridges.

1 11. The improved toothbrush of claim 10, wherein a longitudinal cross-section of said
2 handle is elliptical.